



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/028,941

12/21/2001

Larry Russell

REED1005

3834

47953 7590 03/09/2010

LAW OFFICES OF K. W. WANG  
3342 PARK RIDGE DR  
RICHMOND, CA 94806

EXAMINER

BLACK, LINH

ART UNIT

PAPER NUMBER

2159

MAIL DATE

DELIVERY MODE

03/09/2010

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/028,941	<b>Applicant(s)</b> RUSSELL, LARRY	
	<b>Examiner</b> LINH BLACK	<b>Art Unit</b> 2159	

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 27 November 2009.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-8 and 10-22 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-8, 10-22 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |   |   |
|---|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)         | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)         | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____   | 6) <input type="checkbox"/> Other: _____                          |

## DETAILED ACTION

Claims 1-8, 10-22 are pending in the application. Claims 1, 12, and 18 are independent claims.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**Claims 1-3 and 18-19 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shelton et al. (US 6847940), in view of Erturk et al. (US 6135776).**

In the specification, page 4, lines 22-31, Applicants disclose “In accordance with yet another embodiment, the compiled database is uploaded on a web page, which is preferably password protected. A user may purchase or obtain a password online or at the corresponding tradeshow or similar event...”

In figure 1, Applicants teach distribute database at tradeshow to attendees (item 30) via Internet or intranet web page (item 36), via computer kiosk (item 34), via PDA (item 38), via CD (item 32). However, before the database can be distributed to tradeshow attendees for example, via web pages, the collected information is compiled into searchable electronic database.

**As per independent claims 1, 18, Shelton et al. teaches**

Art Unit: 2159

A method of providing information regarding tradeshow exhibitors (col. 3, lines 27-39: foster global commerce between exhibitors and Attendees by providing a platform in which to showcase medical products and services, medical institutions, clinics and facilities in different parts of the world.)

collecting the information from at least one exhibitor, said information comprising at least one member selected from the group consisting of: information regarding at least one product of the at least one exhibitor; and information regarding at least one service provided by the at least one exhibitor (col. 3: lines 35-59; col. 5, lines 22-33; figs. 1a-1c: information regarding a specific product or service, convention floor with booths, each booth with an icon of the vendor's name and logo... (thus, vendor/exhibitor's information collected and displayed to the show's attendees)

the collected information is stored and is viewable via a computer program capable of performing a text search (col. 2, lines 43-55: provide members of the worldwide healthcare industry 24-hour access to healthcare manufacturers and healthcare suppliers of products and services to provide content, community and commerce via internet real time; provide easily searchable information categories for a healthcare industry visitor to obtain his/her desired information efficiently. Thus, the information is searchable. Also, the exhibitors/vendors' collected information is inherently compiled into a database before it can be displayed to the tradeshow visitors.)

Art Unit: 2159

Shelton also discloses special interest of a visitor is determined and providing information regarding a specific product or service – col. 7, lines 35-67. Shelton et al. does not explicitly use the limitation database. Erturk et al. teaches the database is a searchable database viewable via a computer program and compact disks are used to store databases of information – col. 8, lines 8-25. Erturk also teach “the software delivers the necessary instructions and information for the user to successfully grow the seeds in the kit, access related facts, and input and compile observations and measurements during the learning process” – col. 6, lines 5-14. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.’s teaching with Erturk et al.’s teaching in order to allow the distribution of tradeshow information on CD-ROMs to allow users with different computer systems to access to tradeshow’s information.

**As per claim 2**, Shelton et al. does not teach the electronic medium is a Compact Disk. Erturk et al. further teaches the database is a searchable database viewable via a computer program and compact disks are used to store databases of information – col. 8, lines 8-25. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.’s teaching with Erturk et al.’s teaching in order to allow the distribution of tradeshow information on CD-ROMs to allow users with different computer systems to access to tradeshow’s information.

Art Unit: 2159

**As per claim 3**, Shelton et al. teaches wherein the step of collecting the information comprises uploading the information onto a web site – fig. 1a: enter site; col. 3, lines 28-35.

**As per claim 19**, Shelton et al. teaches uploading the information onto a web site – figs. 1a-c.

**Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Shelton et al. (US 6847940), Erturk et al. (US 6135776), and further in view of DeLorme et al. (USP 5948040).**

**As per claim 5**, Shelton et al. and Erturk et al. do not explicitly teach wherein the computer program is integrated with the database. However, DeLorme et al. teaches “Travel Reservation Information and Planning System” – the title. DeLorme et al. teaches a computer program is integrated with the database on a CD – col. 10, lines 9-17. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.’s teachings, Erturk et al.’s teaching with DeLorme et al.’s teaching in order to allow users to effectively access to information stored on distributed CDs.

Art Unit: 2159

**Claims 6-8 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shelton et al. (US 6847940), Erturk et al. (US 6135776), and further in view of Schnase et al. (USP 6078928).**

**As per claim 6**, Shelton et al. and Erturk do not teach providing a computer at the tradeshow; and allowing the tradeshow attendee to view the information in the database on the computer. Schnase et al. teaches providing a computer at the tradeshow; and allowing the tradeshow attendee to view the information in the database on the computer – col. 3, lines 5-67. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.'s teachings, Erturk et al.'s teaching with Schnase et al.'s teaching in order to allow users/visitors/attendees to efficiently view desired information related to exhibits.

**As per claim 7**, Shelton et al. teaches wherein the information comprises the at least one exhibitor's product information, web site address, catalogue information, and the exhibitor's location at the tradeshow – col. 3, lines 27-39; col. 5, lines 22-33; figs. 1a-1c: information regarding a specific product or service, convention floor with booths, each booth with an icon of the vendor's name and logo...

**As per claim 8**, Shelton et al. teaches wherein the information is collected prior to the tradeshow and the database is displayed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during

Art Unit: 2159

the tradeshow, and after the tradeshow – col. 8, lines 9-27; fig. 4; col. 10, lines 3-19; col. 32, lines 18-39. (Users can access exhibit's information before the tradeshow, view/buy information during the show, and checked for updated information or view exhibit's information after the tradeshow such as shipping information etc...) Erturk et al. teaches: "A CD-ROM 40 is depicted in FIG. 3. It holds the database content 24 and a software program that directs the project. The database content 24 complements the kit activities. Alternatively, the database content could be distributed by other low-cost means, for example magnetic media or over the Internet. The preferred embodiment of the present invention is to distribute the software program and content database via CD-ROM" – col. 8, lines 8-15. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.'s teaching with Erturk et al.'s teaching in order to allow tradeshow's information be distributed to clientele/tradeshow attendees at any desired time frame.

(Schnase et al. also teaches the database is distributed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during the tradeshow, and after the tradeshow – col. 2, last paragraph; col. 3, line 16 to col. 4, line 17; col. 12, lines 19-45.)

**Claim 4 is rejected under 35 U.S.C. 103(a) as being unpatentable over Shelton et al. (US 6847940), in view of Erturk et al. (US 6135776), and further in view of Hunter et al. (USP 6850901).**



Art Unit: 2159

**As per claim 4**, Shelton and Erturk et al. does not teach uploading the information onto a wireless network. Hunter et al. teaches system and method permitting customers to order products from multiple participating merchants – the title; trade shows and conventions, obtain information and products from the exhibitors, mailed to the attendees prior to the trade show or convention along with other materials such as exhibitor lists, speaker lists, schedules...- col. 11, line 63 to col. 12, line 39; the term “products” is deemed to include both goods and services offered by participating merchants to customers – col. 20, lines 50-49; uploading the information onto a wireless network – col. 18, lines 25-60; col. 13, lines 54-67. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton and Erturk et al.’s teachings with Hunter et al.’s teaching in order to allow information to be distributed on different types of networks to users.

**Claims 10-11 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shelton et al. (US 6847940), in view of Hunter et al. (USP 6850901).**

**As per claim 10**, Shelton et al. teaches wherein the database is a searchable database viewable via a computer program – fig. 1a-c where information is displayed on web site and users/attendees can further click/search on specific categories: commerce rooms, information regarding a specific product or service etc.... However, Shelton does not teach the electronic medium is a PDA card;

Art Unit: 2159

viewing the information on a PDA. Hunter et al. teach system and method permitting customers to order products from multiple participating merchants – the title; trade shows and conventions, obtain information and products from the exhibitors, mailed to the attendees prior to the trade show or convention along with other materials such as exhibitor lists, speaker lists, schedules...- col. 11, line 63 to col. 12, line 39; the term “products” is deemed to include both goods and services offered by participating merchants to customers – col. 20, lines 50-49; the electronic medium is a PDA card; viewing the information on a PDA – col. 10, lines 10-30; col. 18, lines 25-60. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.’s teaching with Hunter et al.’s teaching in order to allow information to be distributed on different types of network devices to users.

**As per claim 11**, Shelton et al. teaches wherein the information is collected prior to the tradeshow and the database is displayed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during the tradeshow, and after the tradeshow – col. 8, lines 9-27; fig. 4; col. 10, lines 3-19; col. 32, lines 18-39. (Users can access exhibit’s information before the tradeshow, view/buy information during the show, and checked for updated information or view exhibit’s information after the tradeshow such as shipping information etc...)

Art Unit: 2159

**Claims 20-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shelton et al. (US 6847940), in view of Hunter et al. (USP 6850901), and further in view of Kleinrock et al. (USP 5936542).**

**As per claim 20**, Shelton et al. teaches personal computer – the abstract.

Shelton et al. does not teach uploading the information onto a wireless network and PDAs. Hunter et al. teach the electronic medium is a PDA card; viewing the information on a PDA – col. 10, lines 10-30; col. 18, lines 25-60. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.'s teaching with Hunter et al.'s teaching in order to allow information to be distributed on different types of network devices to users.

However, Shelton and Hunter et al. do not teach notebook and palmtop computers. Kleinrock et al. teaches convention id badge system – the title; fig. 4, laptop or PC and user's hand held device; col. 5, lines 27-34. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton et al.'s teaching with Hunter and Kleinrock et al.'s teachings in order to allow information to be distributed on different types of network devices to users.

**As of claim 21**, Shelton et al. teaches wherein the database is viewable via a computer program – figs. 1a-c wherein users/attendees can click on categories or icons on the web site to search for further information stored in the database.

Art Unit: 2159

**As per claim 22**, Shelton and Hunter et al. does not teach the electronic medium is located at the tradeshow. However, Kleinrock et al. teaches: “The attendee is given a portable badge that can be written to and read by a computer type device. Our current manifestation of this is a floppy disk as used for personal computers... col. 1, lines 29-41; col. 10, lines 5-57. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Shelton and Hunter et al.’s teachings with Kleinrock et al.’s teaching in order to allow not only off-site but also conveniently on-site accesses to trade-show information.

**Claims 1-3, 6-8, 11-15, 18-19 are also rejected under 35 U.S.C. 103(a) as being unpatentable over Schnase et al. (USP 6078928), in view of Erturk et al. (US 6135776).**

**As per independent claims 1, 12, 18**, Schnase et al. teaches collection of information from retailers, products and/or services related to such sites, exhibits, and items on the display – col. 3, lines 16-67(printing out the information on paper, a disk, or other medium), col. 10, last paragraph to col. 11, line 25; compiling the collected information into a searchable electronic database and distributing the database in an electronic medium to a tradeshow attendee – col. 3, line 39 to col. 4, line 36 (users are allowed to select a particular exhibit of interest and for recording an index relating to the selection in the interest profile

Art Unit: 2159

on the portable information storage device assigned to that particular visitor (or group of visitors); col. 6, lines 9-29 (the index of content database which generally may include information developed or gathered by the particular institution, information licensed from third parties, ..., information regarding products or services for sale by the institution, and possibly information from others, such as retailers, offering information, products and/or services related to the exhibits on display); gather and compiling a database – col. 2, lines 32-39; col. 4, lines 4-17; col. 8, line 57 to col. 9, line 11 (one or more content databases 9 may be stored apart from the information kiosk 3...they may also be distributed among several networked computing devices. For examples, an institution may have a number of devices having user interaction devices including touch screen display and a card terminal...Thus, trade show attendees or users can access the distributed database 9 stored on the storage medium of a particular computing device). Schnase et al disclose the collected information may generally include for example ... information regarding products and/or services related to sites, exhibits, and items on display. The preferred system further includes a plurality of portable information storage devices - col. 3, lines 16-27. Schnase et al. do not disclose, distribute the searchable database in an electronic medium to a tradeshow attendee/visitor". Erturk et al. teach "hand-on kit interactive software learning system" – the title. Erturk et al. teach: "A CD-ROM 40 is depicted in FIG. 3. It holds the database content 24 and a software program that directs the project. The database content 24 complements the kit activities. Alternatively, the database content could be distributed by other low-

Art Unit: 2159

cost means, for example magnetic media or over the Internet. The preferred embodiment of the present invention is to distribute the software program and content database via CD-ROM” – col. 8, lines 8-15; Erturk also teach “the software delivers the necessary instructions and information for the user to successfully grow the seeds in the kit, access related facts, and input and compile observations and measurements during the learning process” – col. 6, lines 5-14. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Schnase et al.’s teaching with Erturk et al.’s teaching in order to allow different methods of tradeshow’s information be distributed to more clienteles/tradeshow attendees.

**As per claim 2**, Schnase et al. teaches wherein the database is a searchable database viewable via a computer program – col. 10, last paragraph to col. 11, line 25; col. 3, lines 43-67 (printing out the information on paper, a disk, or other medium). Schnase et al. does not teach the electronic medium is a Compact Disk. Erturk et al. further teaches the database is a searchable database viewable via a computer program and compact disks are used to store databases of information – col. 8, lines 8-25. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Schnase et al.’s teaching with Erturk et al.’s teaching in order to allow the distribution of tradeshow information on CD-ROMs to allow users with different computer systems to access to tradeshow’s information.

Art Unit: 2159

**As per claims 3, 13, and 19**, Schnase et al. teaches wherein the step of collecting the information comprises uploading the information onto a web site - col. 3, lines 43-67 (printing out the information on paper, a disk, or other medium, or developing personalized web pages, or the like...)

**As per claim 6**, Schnase et al. teaches providing a computer at the tradeshow; and allowing the tradeshow attendee to view the information in the database on the computer – col. 3, lines 5-67.

**As per claim 7**, Schnase et al. teaches wherein the information comprises the at least one exhibitor's product information, web site address, catalogue information, and the exhibitor's location at the tradeshow – col. 3, lines 5-23 (exhibit location or item on the display); col. 13, lines 37 (URLs); col. 4, lines 4-50 (catalog information).

**As per claim 8**, Schnase et al. teaches wherein the information is collected prior to the tradeshow – col. 3, lines 16-25; the database is distributed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during the tradeshow, and after the tradeshow – col. 2, last paragraph; col. 3, line 16 to col. 4, line 17; col. 12, lines 19-45.

Art Unit: 2159

**As per claim 14**, Schnase et al. teaches wherein the database is viewable via a computer program – col. 10, last paragraph to col. 11, line 25; the computer is located in a dedicated kiosk or booth at the tradeshow – col. 3, line 16-67.

**As per claim 15**, Schnase et al. teaches wherein the information is collected prior to the tradeshow – col. 3, lines 16-25; the database is distributed to the tradeshow attendee in a time frame selected from the group consisting of prior to the tradeshow, during the tradeshow, and after the tradeshow – col. 2, last paragraph; col. 3, line 16 to col. 4, line 17; col. 12, lines 19-45.

**Claims 4, 9-10, 16-17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schnase et al. (USP 6078928), in view of Erturk et al. (US 6135776), and further in view of Hunter et al. (USP 6850901).**

**As per claims 4, 17**, Schnase and Erturk et al. do not teach uploading the information onto a wireless network. Hunter et al. teach system and method permitting customers to order products from multiple participating merchants – the title; trade shows and conventions, obtain information and products from the exhibitors, mailed to the attendees prior to the trade show or convention along with other materials such as exhibitor lists, speaker lists, schedules...- col. 11, line 63 to col. 12, line 39; the term “products” is deemed to include both goods and services offered by participating merchants to customers – col. 20, lines 50-49; uploading the information onto a wireless network – col. 18, lines 25-60; col.



Art Unit: 2159

13, lines 54-67. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Schnase and Erturk et al.'s teachings with Hunter et al.'s teaching in order to allow information to be distributed on different types of networks to users.

**As per claims 9-10, 16,** Schnase and Erturk et al. do not teach the electronic medium is a PDA card; viewing the information on a PDA. Hunter et al. teach system and method permitting customers to order products from multiple participating merchants – the title; trade shows and conventions, obtain information and products from the exhibitors, mailed to the attendees prior to the trade show or convention along with other materials such as exhibitor lists, speaker lists, schedules...- col. 11, line 63 to col. 12, line 39; the term “products” is deemed to include both goods and services offered by participating merchants to customers – col. 20, lines 50-49; the electronic medium is a PDA card; viewing the information on a PDA – col. 10, lines 10-30; col. 18, lines 25-60. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Schnase et al.'s teaching with Hunter and Erturk et al.'s teaching in order to allow information to be distributed on different types of networks to users.

**As per claim 11,** Schnase et al. teaches wherein the information is collected prior to the tradeshow – col. 3, lines 16-25; the database is distributed to the tradeshow attendee in a time frame selected from the group consisting of prior to

Art Unit: 2159

the tradeshow, during the tradeshow, and after the tradeshow – col. 2, last paragraph; col. 3, line 16 to col. 4, line 17; col. 12, lines 19-45.

**Claims 20-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Schnase et al. (USP 6078928) in view of, Hunter et al. (USP 6850901), and further in view of Kleinrock et al. (USP 5936542).**

**As per claims 20-22**, Schnase et al. teaches network and client side computers – col. 12, lines 27-45; wherein the database is a searchable database viewable via a computer program – col. 10, last paragraph to col. 11, line 25; col. 3, lines 43-67 (printing out the information on paper, a disk, or other medium); wherein the electronic medium is located at the tradeshow – fig. 1; col. 8, last paragraph to col. 9, 1<sup>st</sup> paragraph. Schnase and Erturk et al. do not teach uploading the information onto a wireless network. Hunter et al. teach system and method permitting customers to order products from multiple participating merchants – the title; trade shows and conventions, obtain information and products from the exhibitors, mailed to the attendees prior to the trade show or convention along with other materials such as exhibitor lists, speaker lists, schedules...- col. 11, line 63 to col. 12, line 39; the term “products” is deemed to include both goods and services offered by participating merchants to customers – col. 20, lines 50-49; uploading the information onto a wireless network – col. 18, lines 25-60; col. 13, lines 54-67; the electronic medium is a PDA card; viewing the information on a PDA – col. 10, lines 10-30; col. 18, lines 25-60. Thus, it would have been

Art Unit: 2159

obvious to one of ordinary skill in the art at the time of the invention to combine Schnase and Erturk et al.'s teachings with Hunter et al.'s teaching in order to allow information to be distributed on different types of network devices to users. However, Schnase, Erturk, and Hunter et al. do not explicitly teach notebook and palmtop computers. Kleinrock et al. teaches convention id badge system – the title; fig. 4, laptop or PC and user's hand held device; col. 5, lines 27-34. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Schnase and Erturk et al.'s teachings with Hunter and Kleinrock et al.'s teachings in order to allow information to be distributed on different types of network devices to users.

**Claim 5 is rejected under 35 U.S.C. 103(a) as being unpatentable over Schnase et al. (USP 6078928) in view of Erturk et al. (US 6135776), and further in view of DeLorme et al. (USP 5948040).**

**As per claim 5**, Schnase and Erturk et al. do not explicitly teach wherein the computer program is integrated with the database. However, DeLorme et al. teaches "Travel Reservation Information and Planning System" – the title. DeLorme et al. teaches a computer program is integrated with the database on a CD – col. 10, lines 9-17. Thus, it would have been obvious to one of ordinary skill in the art at the time of the invention to combine Schnase et al.'s teaching with DeLorme et al.'s teaching in order to allow users to effectively access to information stored on distributed CDs.

***Response to Arguments***

Applicant's arguments filed 11/27/09 have been fully considered but they are not persuasive. Regarding the Applicant's arguments on page 6, Examiner disagrees. Shelton et al. discloses tradeshow can be provided via Internet - col. 1, lines 8-14; provide easily searchable information categories for a healthcare industry visitor to obtain his/her desired information efficiently - col. 2, lines 50-52. Thus, users/visitors can access the tradeshow program to search for information.

In the specification, page 4, lines 22-31, Applicants disclose "In accordance with yet another embodiment, the compiled database is uploaded on a web page, which is preferably password protected. A user may purchase or obtain a password online or at the corresponding tradeshow or similar event..."

In figure 1, Applicants teach distribute database at tradeshow to attendees (item 30) via Internet or intranet web page (item 36), via computer kiosk (item 34), via PDA (item 38), via CD (item 32). However, before the database can be distributed to tradeshow attendees for example, via web pages, the collected information is compiled into searchable electronic database.

Erturk et al. discloses a searchable content database can be stored on a Compact Disk and distribute to users/visitors. The combination of the teachings of Shelton and Erturk would allow users tradeshow visitors/users to access the collected information and/or Shelton's tradeshow. Thus, help more users to visit/utilize the tradeshow.

Regarding the Applicant's arguments on page 7, Examiner combined the teaching of Shelton and Erturk for the rejection of the limitation "distributing the searchable database in an electronic medium to any requiring tradeshow attendee". In Erturk's teaching, there seems no authorizing process in accessing to the database. However, in the specification, page 4, lines 22-31, Applicants disclose "In accordance with yet another embodiment, the compiled database is uploaded on a web page, which is preferably password protected. A user may purchase or obtain a password online or at the corresponding tradeshow or similar event..." Thus, obviously, information stored in the database on the distributed electronic medium is the only information that is appropriate for users/attendees/visitors to access which is stored in the database.

Regarding the Applicant's arguments on page 8, Examiner disagrees. Users/visitors could be able to search a database which contains products and/or services of exhibits such as web-based using keywords or terms searches – col. 13, lines 25-28.

### ***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Short et al. (US 6194922) discloses limitations of independent claims 1 and 18 as follow Short teaches a method of providing information regarding tradeshow exhibitors.

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to LINH BLACK whose telephone number is 571-272-4106. The examiner can normally be reached on Mon.-Thurs.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, James Trujillo can be reached on 571-272-3677. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2159

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/James Trujillo/  
Supervisory Patent Examiner, Art Unit 2159

LINH BLACK  
Examiner  
Art Unit 2159